

REMARKS

The Examiner has required that Applicant designate which claims belong to the three identified inventions set forth in the Office Action, and then elect to prosecute one of the those three inventions. Currently, claims 1, 4, 5, 8, 11-14, 16-19, 21-22, 24-26, 31, 33, 35, 37-42, 45, 46, 48-51, 54-62, 64, 65, 67-69, 72 and 74-76 are pending in the application. Claims 38-42, 61-62, 64-65, 67-69 and 75 have been cancelled. Claims 78-82 are new.

Election/Restriction Requirement

As Applicant understands the requirement of the Office Action, the three available inventions are:

- I. Claims 1, 4, 5, 8, 11-19, 21-22, 24-26, 31-37, 45-51, 54-60, 72 and 74, drawn to methods and systems for determining an ad to be displayed and determining a first message based on personal information and targeting criteria, classified in class 705, subclass 14.
- II. Claims 38-72, drawn to determining a second message wherein said second message is related to an advertisement's subject matter, classified in class 705, subclass 14.

III. Claims 61-62, 64-65, 67-69 and 75, drawn to a code governing how the messages are displayed, classified in class 705, subclass 44.

In response to the Examiner's Election/Restriction Requirement set forth in the Office Action dated September 5, 2007, Applicant elects to prosecute

Group I: claims 1, 4, 5, 8, 11-19, 21-22, 24-26, 31-37, 45-51, 54-60, 72 and 74.

Claims 78-82 are new.

SUMMARY

Applicant believes that the above remarks are fully responsive to the Office Action dated September 5, 2007. If the Examiner has any questions, Applicant respectfully requests that the Examiner contact the undersigned by telephone at (408) 720-8300.

DEPOSIT ACCOUNT AUTHORIZATION

Please charge any shortages and credit any overages to Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

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